

# Holding of Specified Securities

Annexure - I

1. Name of Listed Entity:		BRAND CONCEPTS LIMITED	
2. Scrip Code/Name of Scrip/Class of Security			
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)			
a. If under 31(1)(b) then indicate the report for Quarter ending		30-06-2023	
b. If under 31(1)(c) then indicate date of allotment/extinguishment			
4. Declaration: The Listed entity is required to submit the following declaration to the extent of submission of information:-			
<b>Particulars</b>		<b>Yes*</b>	<b>No*</b>
1 Whether the Listed Entity has issued any partly paid up shares?			
2 Whether the Listed Entity has issued any Convertible Securities ?			
3 Whether the Listed Entity has issued any Warrants ?			
4 Whether the Listed Entity has any shares against which depository receipts are issued?			
5 Whether the Listed Entity has any shares in locked-in?			
6 Whether any shares held by promoters are pledge or otherwise encumbered?			
7 Whether company has equity shares with differential voting rights?			
8 Whether the listed entity has any significant beneficial owner?			

\* If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.



Table I - SUMMARY STATEMENT HOLDING OF SPECIFIED SECURITIES

Category (i)	Category of shareholder (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	No. of Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)=(iv)+(v)+(vi)	Shareholding as a % of total no. of shares (calculated as per SCRR,1957) (viii) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (ix)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding, as a % assuming full conversion of convertible securities as a % of diluted share capital) (xi)=(vii)+(x) As a % of (A+B+C2)	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)
								Class Equity X	Class Others Y	Total			No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
(A)	Promoter & Promoter Group	5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	51.2392	0	0.0000	0	0.0000	5422546
(B)	Public	3991	5160254	0	0	5160254	48.7608	5160254	0	5160254	48.7608	48.7608	56897	1.1026	0	0	4868594
(C)	Non Promoter-Non Public	0	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	NA	NA	0
(C1)	Shares underlying DRs	0	0	0	0	0	NA	0	0	0	0	0.0000	0	0.0000	NA	NA	0
(C2)	Shares held by Employee Trusts	0	0	0	0	0	0	0	0	0	0	0.0000	0	0.0000	NA	NA	0
	Total	3996	10582800	0	0	10582800	100.0000	10582800	0	10582800	100.0000	100.0000	56897	0.5376			10291140



Table II - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PROMOTER AND PROMOTER GROUP

Category & Name of the shareholders (i)	Entity Type	PAN (ii)	No of Share holders (iii)	No of fully paid up equity Shares held (iv)	Partly paid-up equity Share held (v)	No. of shares underlying Depository Receipts (vi)	Total nos. shares held (vii)=(iv)+(v)+(vi)	Shareholding % as calculated per SCRR, 1957 (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			Total as a % of (A+B+C)	No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Shareholding % assuming full conversion of convertible securities as a % of diluted share	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)
									Class Equity	Class Others	Total				No. (a)	As a % of total shares held (b)	No. (a)	As a % of total shares held (b)	
1 Indian																			
(a) Individuals/Hindu undivided Family																			
PRADDEEP MAHESHWARI	Promoter	AALP8601M	1	900000	0	0	900000	8.5044	900000	0	900000	8.5044	0	0.0000	0	0.0000	0	0.0000	900000
PRADDEEP MAHESHWARI	Promoter	AHLPM9430C	1	2322904	0	0	2322904	21.9498	2322904	0	2322904	21.9498	0	0.0000	0	0.0000	0	0.0000	2322904
Total			2	3222904	0	0	3222904	30.4542	3222904	0	3222904	30.4542	0	0.0000	0	0.0000	0	0.0000	3222904
(b) Central Government/State Government(s)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Financial Institutions/Banks																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(d) Any Other/DIRECTORS RELATIVES)																			
ANNA PURNA MAHESHWARI	Promoter	ACA PM7243D	1	1050000	0	0	1050000	9.9218	1050000	0	1050000	9.9218	0	0.0000	0	0.0000	0	0.0000	1050000
PRATEEK MAHESHWARI	Promoter	AHLPM7063L	1	997642	0	0	997642	9.4270	997642	0	997642	9.4270	0	0.0000	0	0.0000	0	0.0000	997642
SAKSHI RATHI MAHESHWARI	Promoter	AIGPR2818F	1	152000	0	0	152000	1.4363	152000	0	152000	1.4363	0	0.0000	0	0.0000	0	0.0000	152000
Total			3	2199642	0	0	2199642	20.7851	2199642	0	2199642	20.7851	0	0.0000	0	0.0000	0	0.0000	2199642
Sub-Total (A+I)			5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	0	0.0000	0	0.0000	0	0.0000	5422546
2 Foreign																			
(a) Individuals/(Non-Resident Individuals/(Foreign Individuals)																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
(c) Institutions																			
Total			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Sub-Total (A+I+2)			0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	0
Total Shareholding of Promoters			5	5422546	0	0	5422546	51.2392	5422546	0	5422546	51.2392	0	0.0000	0	0.0000	0	0.0000	5422546

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Details of Shares which remain unclaimed may be given hear along with details such as number of shareholders, outstanding shares held in demat/unclaimed suspense account, voting rights which are frozen etc.

Note:

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The term "Encumbrance" has the same meaning as assigned under regulation 28(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.



Table III - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE PUBLIC SHAREHOLDER

Category & Name of the shareholder (i)	PAN (ii)	No. of Shareholders (iii)	No. of fully paid-up equity shares held (iv)	Partly paid-up equity shares held (v)	No. of shares Depository Receipts (vi)	Total shares held (vii) = (iv)+(v)+(vi)	Shareholding % calculated as per SCRT (viii) = (vii)/(A+B+C2)	Number of Voting Rights held in each class of securities (ix)			No. of Outstanding securities (including Warrants) (x)	Total Shareholding, assuming full conversion of convertible securities as a percentage of diluted share capital (xi) = (x)/(A+B+C2)	Number of Shares Located in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in demerit form (xiv)		Sub-categorization of shares (xv)	
								No. of Voting Rights	Class Equity	Class Debts	Total Voting Rights		No. of Shares (xii)	As a % of Total shares (xiii)	No. of Shares (xiii)	As a % of Total shares (xiv)	No. of Shares (xiv)	As a % of Total shares (xv)	Sub-categorization of shares (xv)	
<b>1 Institutions (Domestic)</b>																				
(a) Mutual Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(b) Venture Capital Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(c) Alternative Investment Funds		1	128000	0	0	128000	1.1812	128000	1.1812	0	0	1.1812	0	0.0000	0	0.0000	0	0.0000	NA	NA
INDIA EQUITY FUND 1	AAST1897U	1	128000	0	0	128000	1.1812	128000	1.1812	0	0	1.1812	0	0.0000	0	0.0000	0	0.0000	NA	NA
(d) Banks		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(e) Insurance Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(f) Provident / Pension Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(g) Asset Reconstruction Companies		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(h) Sovereign Wealth Funds		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(i) FICSI (associated with RBI)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(j) Other Financial Institutions		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
SUB TOTAL (B1)		1	128000	0	0	128000	1.1812	128000	1.1812	0	0	1.1812	0	0.0000	0	0.0000	0	0.0000	NA	NA
<b>2 Institutions (Foreign)</b>																				
(a) Foreign Direct Investment		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(b) Foreign Venture Capital Investors		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(c) Foreign Portfolio Investors Category I		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(d) Foreign Portfolio Investors Category II		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(e) Foreign Portfolio Investors Category III		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
(f) OVERSEAS DEPOSITORIES (Holding DRs) Balancing		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
Foreign		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000		
SUB TOTAL (B2)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
<b>3 Central Government / State Government</b>																				
(a) Central Government / President of India		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(b) State Government / Governor		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(c) Central/State Govt. shareholding by Cos or Bodies Corp		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
SUB TOTAL (B3)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
<b>4 Non-Institutions</b>																				
(a) Associate Companies / Subsidiaries		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(b) Directors And their relatives (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(c) Key Managerial Personnel		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(d) Relatives of Promoters (Non-Promoter)		2	3600	0	0	3600	0.0340	3600	0	0	3600	0.0340	0	0.0000	0	0.0000	0	0.0000	NA	NA
(e) Trusts (Non-Promoter)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(f) Investor Education and Protection Fund(IPEF)		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
(g) Individuals - I. Individual shareholders holding nominal share capital up to Rs. 2 lakhs.		3756	1206370	0	0	1206370	11.3889	1206370	11.3889	0	0	11.3889	0	0.0000	0	0.0000	0	0.0000	NA	NA
(h) INDIVIDUAL - II. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		27	2631916	0	0	2631916	24.8898	2631916	24.8898	0	0	24.8898	0	0.0000	0	0.0000	0	0.0000	NA	NA
ABHINAV KUMAR	AOKPK178C	1	763000	0	0	763000	7.2098	763000	7.2098	0	0	7.2098	0	0.0000	0	0.0000	0	0.0000	NA	NA
GIYA NIGI KAMAL	AADPK987H	1	339000	0	0	339000	3.1176	339000	3.1176	0	0	3.1176	0	0.0000	0	0.0000	0	0.0000	NA	NA
ANAND KUMAR	AAAP9868H	1	201600	0	0	201600	1.8976	201600	1.8976	0	0	1.8976	0	0.0000	0	0.0000	0	0.0000	NA	NA
LAXMI CHANDRANANT SHAH	AAVPS956H	1	194400	0	0	194400	1.8373	194400	1.8373	0	0	1.8373	0	0.0000	0	0.0000	0	0.0000	NA	NA
PRAJAYANT CHANDRANANT SHAH	AAVPS956H	1	194400	0	0	194400	1.8373	194400	1.8373	0	0	1.8373	0	0.0000	0	0.0000	0	0.0000	NA	NA
NON RESIDENT INDIANS (NRI)		73	63139	0	0	63139	0.5885	63139	0.5885	0	0	0.5885	0	0.0000	0	0.0000	0	0.0000	NA	NA
FOREIGN NATIONALS		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
FOREIGN INSTITUTIONS		0	0	0	0	0	0.0000	0	0	0	0	0.0000	0	0.0000	0	0.0000	0	0.0000	NA	NA
BODIES CORPORATE		44	1009847	0	0	1009847	9.4406	1009847	9.4406	0	0	9.4406	0	0.0000	0	0.0000	0	0.0000	NA	NA
BAJAJA FINANCIAL SERVICES PRIVATE LIMITED	AADCB016C	1	179721	0	0	179721	1.6688	179721	1.6688	0	0	1.6688	0	0.0000	0	0.0000	0	0.0000	NA	NA
HARTMAN REFRACORIES PRIVATE LIMITED	AACCH040A	1	227666	0	0	227666	2.1531	227666	2.1531	0	0	2.1531	0	0.0000	0	0.0000	0	0.0000	NA	NA
TANAM INVESTMENT SERVICES PRIVATE LIMITED	AADCT343B	1	291700	0	0	291700	2.7564	291700	2.7564	0	0	2.7564	0	0.0000	0	0.0000	0	0.0000	NA	NA
Any Other (CLEARING MEMBER)		6	1207	0	0	1207	0.0114	1207	0.0114	0	0	0.0114	0	0.0000	0	0.0000	0	0.0000	NA	NA
Any Other (INDIVIDUAL UNDIVIDED FAMILY)		72	116150	0	0	116150	1.0876	116150	1.0876	0	0	1.0876	0	0.0000	0	0.0000	0	0.0000	NA	NA
Any Other (PROPRIETARY FIRM)		1	4238	0	0	4238	0.0399	4238	0.0399	0	0	0.0399	0	0.0000	0	0.0000	0	0.0000	NA	NA
SUB TOTAL (B4)		3880	6035354	0	0	6035354	55.8937	6035354	55.8937	0	0	55.8937	0	0.0000	0	0.0000	0	0.0000	NA	NA
Sub Total (B5) including (B) = (B1)+(B2)+(B3)		3881	6035354	0	0	6035354	55.8937	6035354	55.8937	0	0	55.8937	0	0.0000	0	0.0000	0	0.0000	NA	NA

Details of the shareholders acting as persons in concert including their Shareholding No. and %: 0

Details of Shares which remain unclaimed may be given here along with details such as Name of Shareholders, outstanding shares held in demerit/unclaimed suspense account, voting rights which are frozen etc.

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to be disclosed along with the names of the shareholders holding 1% or more than 1% of shares of the listed entity. Column no. (xiii) is not applicable in the above format.

(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the order prescribed in the above format, if a shareholder is failing under more than one category, then the same shall be classified in the category falling first in the order prescribed in the above format. Shareholding under

(4) Categorization and disclosure of each shareholder category should be carried out in the order prescribed in the above format. If a shareholder is failing under more than one category, then the same shall be classified in the category falling first in the order prescribed in the above format. Shareholding under

(5) Sub-categorization of shares under column no. (xv) will be based on shareholding (no. of shares) under the following sub-categories:

(6) Shareholders who are represented by a nominee Director on the board of the listed entity or have the right to nominate a representative (i.e. Director) on the board of the listed entity.

(7) Shareholders who have entered into shareholder agreement with the listed entity.

(8) Shareholders acting as persons in concert with promoters.

(9) Shareholders acting as persons in concert with promoters.



Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER

Table IV - STATEMENT SHOWING SHAREHOLDING PATTERN OF THE NON PROMOTER - NON PUBLIC SHAREHOLDER																		
Category & Name of the shareholders (i)	PAN (ii)	No. of Share holders (iii)	No. of fully paid up equity Share held (iv)	Partly paid-up equity Share held (v)	No.s of shares underlying Depository Receipts (vi)	Total no. shares held (vii) = (iv)+(v)+(vi)	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2) (viii)	Number of Voting Rights held in each class of securities (ix)			No. of Shares Underlying Outstanding convertible securities (including Warrants) (x)	Total Shareholding, as a % assuming full conversion of convertible securities/ as a % of diluted share capital (xi) = (viii) + (x) As a % of (A+B+C2)	Number of Locked in shares (xii)		Number of Shares pledged or otherwise encumbered (xiii)		Number of equity shares held in dematerialized form (xiv)	
								No of Voting Rights					Total as a % of (A+B+C)	No. (a)	As a % of total share held (b)	No. (Not applicable) (e)		As a % of total share held (Not applicable)
								Class Equity x	Class Others y	Total								
1 Custodian/DLR Holder																		
10		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
Total Non Promoter- Non Public Shareholding (C)=(1)+(C 2)		0	0	0	0	0	0.0000	0	0	0	0.0000	0	0.0000	0	0.0000	NA	NA	0
Note																		
(1) PAN would not be displayed on website of Stock Exchange(s).																		
(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.																		
(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.																		

Note

(1) PAN would not be displayed on website of Stock Exchange(s).

(2) The above format needs to disclose name of all holders holding more than 1% of total number of shares.

(3) W.r.t. the information pertaining to Depository Receipts, the same may be disclosed in the respective columns to the extent information available.



Table V - STATEMENT SHOWING DETAILS OF SIGNIFICANT BENEFICIAL OWNERS

[illegible]



**Annexure - B**

**Table VI - Statement Showing Foreign Ownership Limit**

	<b>Board approved limits</b>	<b>Limits utilized</b>
As on shareholding date		
As on the end of previous 1st quarter		
As on the end of previous 2nd quarter		
As on the end of previous 3rd quarter		
As on the end of previous 4th quarter		